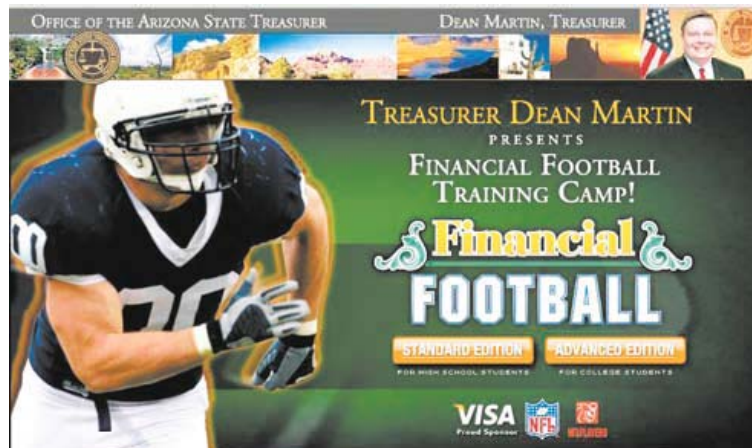




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'Financial Football' provides winning playbook for Az teens
Larry Fitzgerald, Adrian Peterson, State Treasurer Dean Martin Announce Statewide program

Visa Inc., Arizona State Treasurer Dean Martin, the NFL, PLAYERS INC, Cardinals All-Pro Wide Receiver Larry Fitzgerald and NFL Offensive Rookie of the Year Adrian Peterson kicked off Super Bowl XLII week by playing a different type of football – financial football. Together they announced an effort to improve the money management skills of Arizona teenagers by distributing free copies of “Financial Football,” an NFL-themed, interactive, money management video game, to every high school in the state.



The centerpiece of Visa’s nationwide educational initiative with the NFL and PLAYERS INC, “Financial Football” helps students tackle their financial futures. This computer-based game is accompanied by a classroom curriculum and can also be downloaded for free on cell phones.

Fitzgerald and Peterson shared their personal experiences on the importance of money management with students from Alhambra High School. Treasurer Martin, Fitzgerald and Peterson then rolled up their sleeves and coached student teams through a lively game of “Financial Football.”

“High school kids need to know how to make smart money management decisions before heading off to college or entering the workforce,” said Fitzgerald. “It takes the combined efforts of parents, teachers, and mentors within the community to give teenagers a strong background in personal finance.”

“It doesn’t matter whether you make minimum wage or millions,” added Peterson. “If you don’t learn to budget, save, invest and pay bills on time, the consequences can be devastating.”

“This financial education initiative provides a winning playbook for students’ financial future. This program educates while it entertains students so that they retain these valuable financial lessons.” Treasurer Dean Martin continued, “This program is possible because of a partnership between the State Treasurer’s Office, Visa and the NFL.” Visa and Treasurer Martin hope “Financial Football” can help Arizona teens do just that. Available online at www.AzTreasury.gov, “Financial Football” puts students’ fiscal knowledge to the test in an online simulation game environment by combining the structure and rules of the NFL with financial education questions of varying difficulty.

